



Creating a Program Elevator Pitch

In 30-60 seconds, you should be able to explain what your program does, why it's important, and how partners can help. While delivering a short speech or pitch about something you know sounds easy, it takes practice, feedback, and knowing your audience to do it well.

Use the pointers below to develop a pitch suited to your program and to the partners you hope to work with.

Elements of an effective pitch

- Who – Describe who you are and your organization's experience

- What – Explain what you do and link to important and impressive outcomes you've achieved

- Why – Point out why what you do is important and how it changes the lives of youth

- Goals – Clearly state your goals for the upcoming project or partnership scenario

- Ask – Tell the partner what help you need and why you think they are the right one to provide it

Tips

- Use data and short vignettes to get your point across
- Limit your words and have a few key phrases
- Ask partners what they would want out of the experience
- Be confident and positive
- Practice and get feedback from multiple individuals
- Customize the pitch to each particular person or organization – no two pitches should be exactly alike